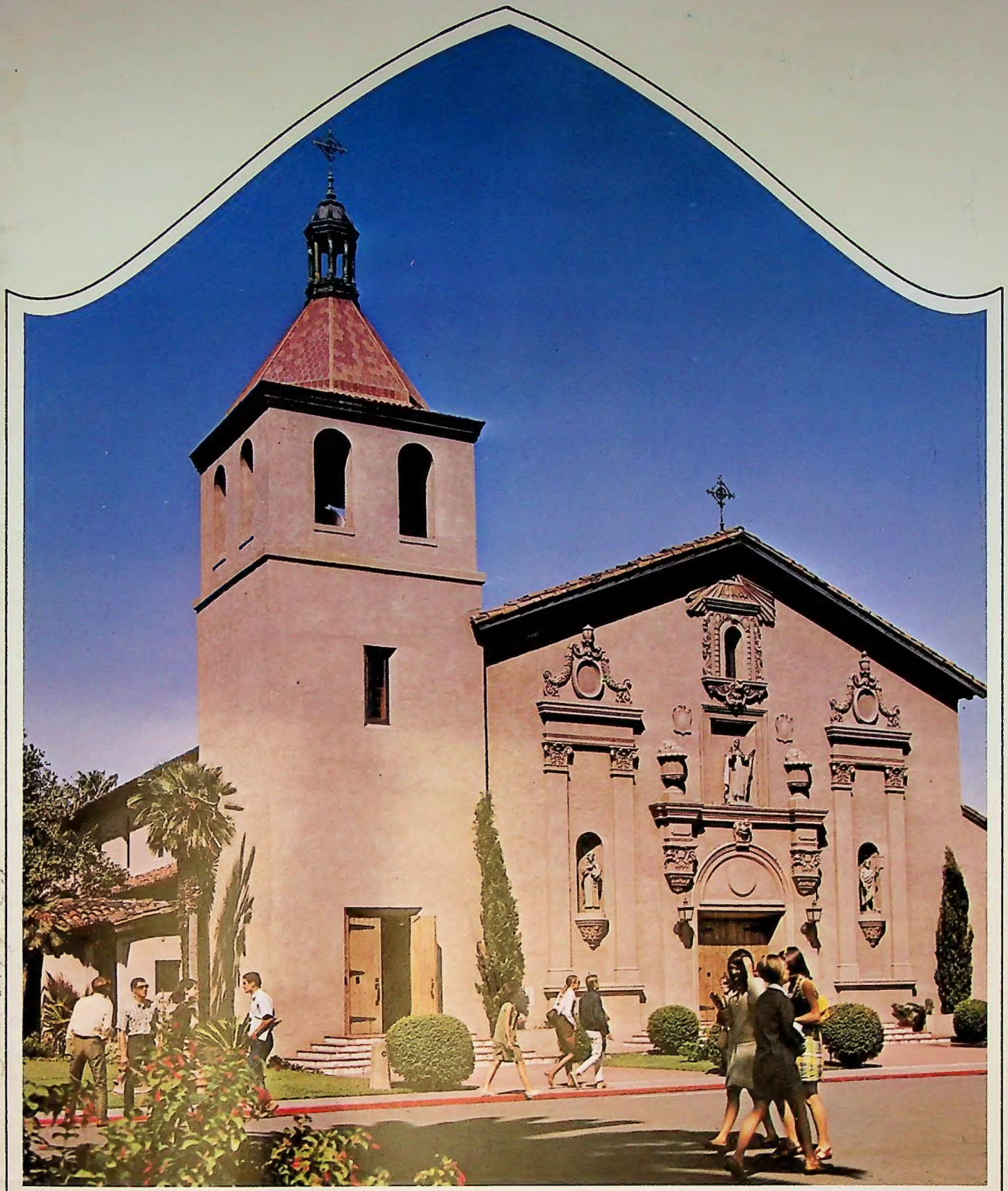

SANTA CLARA CALIFORNIA

chamber of commerce works to further santa clara's progress and development

The City of Santa Clara is nearing the magic pinnacle of 200 years of community progress. In this time it has changed from a rural to an urbanized industrial culture. It is a city that combines an invigorating blend of tradition and progress.

Through its leadership in many committees, the Santa Clara Chamber of Commerce is continuously at work (1) identifying the needs of the community; (2) organizing reliable solutions to problems; and (3) inspiring the business and industrial citizenry to more active participation in the civic life of the community.

Now as the Chamber looks back upon its 50-year record, it can point with pride to the story outlined in this beautiful brochure.

As Santa Clara looks forward, its attention is focused on a bright future which will see expanded recreational, educational, commercial and industrial activity —all providing a better life, richer in material and cultural advantages.

The Santa Clara Chamber of Commerce extends a warm welcome to visitors, newcomers, long-time residents and investors. Its staff is always ready and happy to be of service.

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This is a Windsor Publication—created and produced for
The Santa Clara Chamber of Commerce

By

WINDSOR PUBLICATIONS

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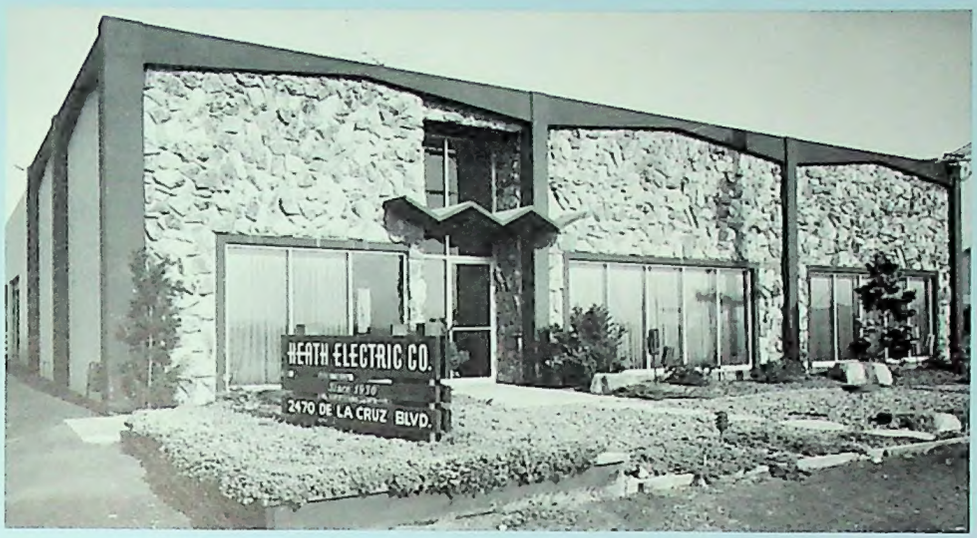
16250 Ventura Boulevard • Encino, California 91316
Chicago, Illinois • Cambridge, Maryland

ON THE COVER

The Santa Clara Mission—still a vivid and poetic expression of the early beginnings and precious heritage of bright, busy, Santa Clara



SANTA CLARA PUBLIC LIBRARY
2535 HOMESTEAD ROAD
SANTA CLARA, CALIF. 95051

HEATH ELECTRIC CO.

Electrical contractors since 1930, Heath Electric Co., specializes in industrial, commercial and residential services. This family owned company designs and builds electrical equipment for their industrial and commercial accounts. Through the years they have gained a reputation for prompt, courteous and efficient service. Top quality equipment, modern facilities and over 100 well-trained employees add to their effectiveness. Bid work is invited and they also have Industrial Emergency Service and Repair. Mr. Delwin C. Heath is president of the company.

2470 De La Cruz Blvd. *Phone 244-2262*

JOSEPH-GEORGE DISTRIBUTORS

Joseph George Distributor, serving Santa Clara and surrounding communities for nearly 28 years with quality liquors, wines and beers, is continuing its growth with the community in 1968. Construction will begin soon on a 120,000 square foot liquor warehouse, general offices and showroom building on a 12-acre tract on Coleman Ave. Joseph George hopes for completion of this second phase of its local development before the end of the year.

Recently completed on the George tract was the largest beer warehouse in the state of California at 310 Martin Ave., Santa Clara, with 50,400 square feet of space. 180 customer minded employees are with this growing organization.

310 Martin Ave. *Phone 292-8262*

Santa Clara
INDUSTRIAL CITIZENS' BOARD
P.O. Box 387 • 1515 El Camino Real, Santa Clara, Calif. 95052 • (408) 296-6863

W. J. NICHOLSON
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Redwood Branch, Inc.

MR. LAWRENCE C. LOCKLEY
Vice Chairman
University of Santa Clara

JOHN SIMON
Treasurer
Kaiser Steel and Wire Co.

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Chairman, Communications
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Hewlett-Packard Co.

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University of Santa Clara

ADVISORY MEMBERS
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Donald R. Von Raesfeld
Secretary-Santa Clara
Chamber of Commerce
Edward P. Hart
Executive Director
Kenneth J. Reed

Memo from: W. J. Nicholson, Chairman
Santa Clara Industrial Citizens' Board

The City of Santa Clara is presently undergoing its most dynamic industrial growth period in city history.

The results have won the respect of businessmen throughout the area who recognize the City of Santa Clara as one of northern California's most progressive communities for industrial development.

The reasons are many.....

--access to one of California's largest labor forces among the one million residents of Santa Clara Valley.

--a wide variety of immediately available plant sites. The City of Santa Clara has more planned industrial parks than any other city throughout the entire county area.

--and, of great importance, our industrial growth stems from the most outstanding cooperation received on a day to day basis between city officials and their industrial community.

We invite you to learn more "first-hand" about this "winner" city for industrial development in northern California.

SMILIN' BILL'S FURNITURE OF SANTA CLARA, INC.

At Smilin' Bill's there's always that extra touch . . . in addition to providing furniture and carpeting manufactured and designed by expert craftsmen, Smilin' Bill's welcomes you with a sales force that's friendly, courteous, and skilled in the business of interior decorating. Expert consultation and carpeting estimates cheerfully given. So for that new accent piece, or for a room full of furniture, make Smilin' Bill's your headquarters.

2225 El Camino Real *Phone 241-4800*

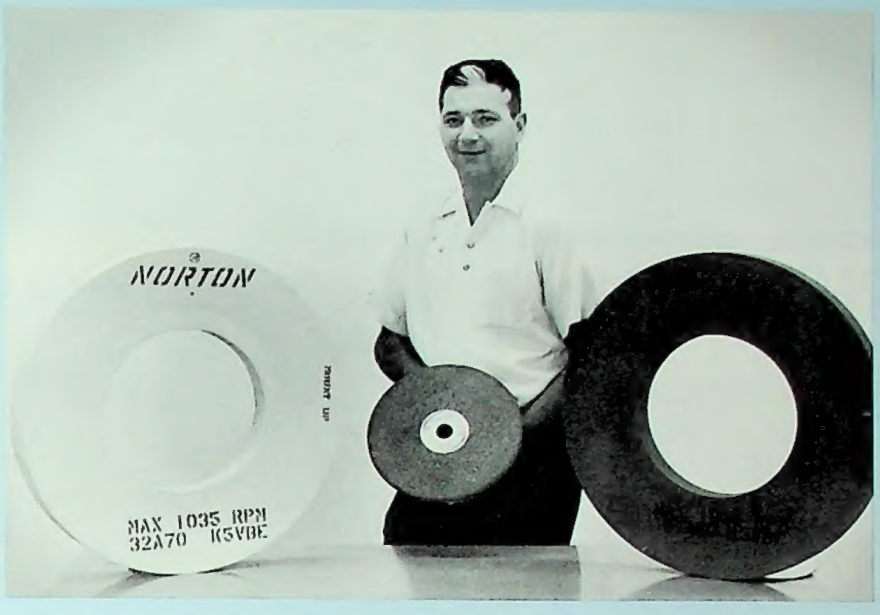
BYINGTON STEEL TREATING, INC.

Byington Steel Treating provides a heat treating service for heavy and light industries. They recently added to their already highly effective equipment, 2 Beavermatic furnaces, a fuily automatic heat treating furnace for temperatures up to 2150 degrees F. This Santa Clara integrated plant performs carburizing, cyaniding, bright hardening, annealing, copper and silver brazing, and other services in an 11,000 square-foot plant staffed by 13 employees.

1225 Shulman Avenue *Phone 248-6633*

some vital statistics at a glance

POPULATION:	85,000 (1966) Santa Clara County 970,000 (1967).
TRADING AREA:	Nine county Bay Area in close proximity, 4,635,000.
ELEVATION:	94 feet above sea level.
CLIMATE:	Sunny average—293 days. Winter: High average 57.8°; Low average 38.4°; Mean 48.3°. Summer: High average 82.0°; Low average 38.4°; Mean 67.8°.
CITY AREA:	15 square miles.
GOVERNMENT:	Council-Manager.
CHURCHES:	27 of various faiths.
SCHOOLS:	24 Elementary; 5 Junior High Schools (Intermediate); 4 High Schools. University of Santa Clara; San Jose State College and Stanford University are nearby. West Valley College, Foothill College, San Jose City College and De Anza College, all two-year colleges, are in the area.
LIBRARY:	New City of Santa Clara Central Library opened April, 1967.
NEWSPAPERS:	Santa Clara Journal; San Jose Mercury and News.
RADIO:	KGNU and KREP-FM.
TELEVISION:	Reception from San Francisco-Oakland area, and 2 television stations in San Jose.
FINANCIAL INSTITUTIONS:	There are 10 banks and 3 savings and loan institutions.
RECREATIONAL FACILITIES:	20 parks and playgrounds. Santa Clara Park System is comprised of 137 acres. Ocean and mountains are nearby.
ASSESSED VALUATION:	1968: $175,534,740.
BUILDING PERMITS:	1967: $18,538,585.
TRANSPORTATION:	Trucking, buses, airlines, railroad, freeways and airports.
UTILITIES:	Water: Owned by City of Santa Clara. Pumping capacity: 41,500,000 gallons per day. Electricity: Owned by the City of Santa Clara. Gas: Pacific Gas and Electric Company. Telephone: Pacific Telephone Company.
INDUSTRY:	497 manufacturing plants.
CITY SALES TAX:	1%.
PROPERTY TAX:	Combined total property tax rates, 1967-68 per 100 assessed value: $10.053.
SEWER SYSTEM:	Capacity: 35 million gallons per day.



NORTON COMPANY

QUESTION: "WHAT IS NORTON DOING FOR YOU?"
ANSWER: "SHAPING YOUR WORLD WITH NEW PRODUCTS FOR GREATER CONVENIENCE • SAFETY • COMFORT"

THESE ARE THE WHEELS THAT:
1. Grind the landing gears in the planes you fly
2. Grind the saws that help build your homes
3. Grind the crankshafts in your cars

Norton deals in the world of hidden products . . . those products which are used by industry every day to help make your life a better and a happier one.

2555 Lafayette Street *243-7710*

no wonder we're the largest roofing company in northern california!

- *FREE ESTIMATES*
- *EXPERIENCED ROOFERS*
- *EVERY TYPE OF ROOFING AND INSULATION*
- *FAST SERVICE*
- *HOME AND COMMERCIAL ROOFING*

ALCAL

7 LOCATIONS TO SERVE YOU

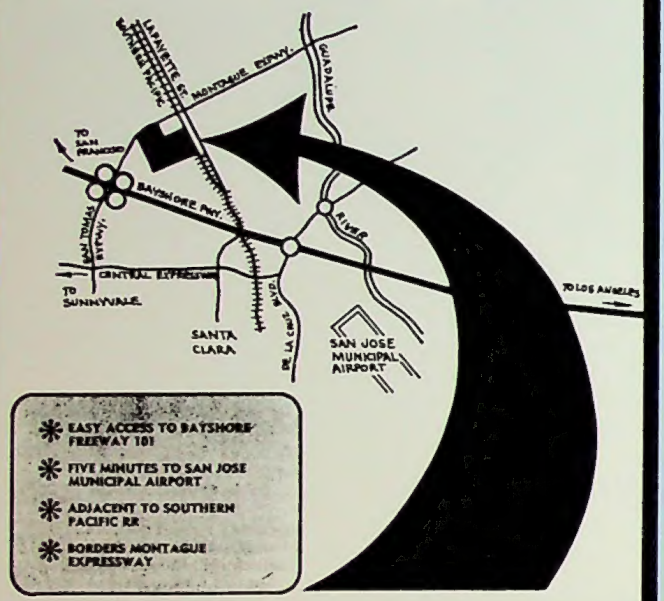
ROOFING • INSULATION

CORPORATE OFFICES • 2433 DE LA CRUZ • SANTA CLARA • 246-6637

ALCAL

ALCAL, formerly known as "B&W Roofing," has applied over 58,000 roofs in this area since it opened its doors in 1952. ALCAL has grown considerably in the last few years, and has enlarged its facilities greatly to better meet the needs of a growing community. Five yards serve you. Equipped for any size job. ALCAL takes great pride in its reputation for quality service and fine workmanship on roofing and insulation service for commercial, industrial, and residential roofing.

ACCESSIBILITY...



Nicholson Industrial Park

Agent:
JAMES L' HOMMEDIEU
480 North First St.
San Jose, Calif.
Phone: 297-3375

Fully Improved Sites From ½ to 5 Acres—Already Home for 15 Santa Clara Firms

SANTA CLARA, CALIFORNIA

LOTS: 1 TO 5 ACRES
WITH RAIL

EASY ACCESS TO BAYSHORE
FREEWAY 101

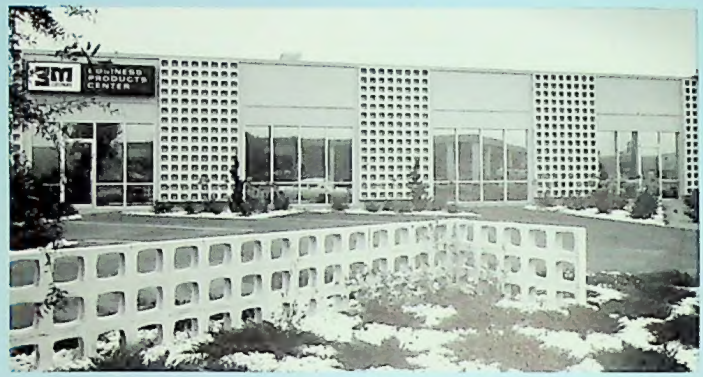
FIVE MINUTES TO SAN JOSE
MUNICIPAL AIRPORT

ADJACENT TO SOUTHERN
PACIFIC RR

BORDERS MONTAGUE
EXPRESSWAY

Nicholson Investment Co., Land Developers
Nicholson-Brown, Inc., General Contractors
1600 Norman Avenue, Santa Clara, California
Telephone: 408-241-3211

3M COMPANY
BUSINESS PRODUCTS CENTER



3M BUSINESS PRODUCTS SALES, INC.

For all your business equipment needs, see the friendly, well-trained salespeople at 3M Business Products Sales, Inc. They are on hand to assist you in your selection of copying machines, teaching machines, microfilm machines, and microfilm processing services to help you run your business more efficiently. They also specialize in background music systems.

356 Mathew Street *Phone 244-1814*

KEYSTONE STEEL & WIRE COMPANY

Serving Santa Clara and the Bay Area industry and building material dealers for 15 years with a variety of wire and wire products.

- Red Brand Fence and Barbed Wire
- Keystone Nails
- Keymesh and Keyline Poultry Netting
- Keyweld Wire Fabric
- Cage Clips and Fasteners
- Wire Straightening and Forming

651 Walsh Avenue *Phone 296-6545*

an overview of santa clara–a blend of tradition with progress

Looming up from Santa Clara's beautiful new Civic Center is an arresting, modern abstract statue of Beniamino Bufano called "Universal Child." Just a few blocks away, the nearly 200-year-old Santa Clara Mission, founded in 1777, attracts hundreds of tourists to the grounds of Santa Clara University, the oldest institution of higher learning in the state of California.

You might never notice where the new Santa Clara begins and the traditional Santa Clara ends. They are blended with a deft touch of Spanish Mission architecture, red tile roofs and earth brick. Trees hundreds of years old grow on one block, while on the next, it seems as though newly planted shrubs and trees have always been there, too.

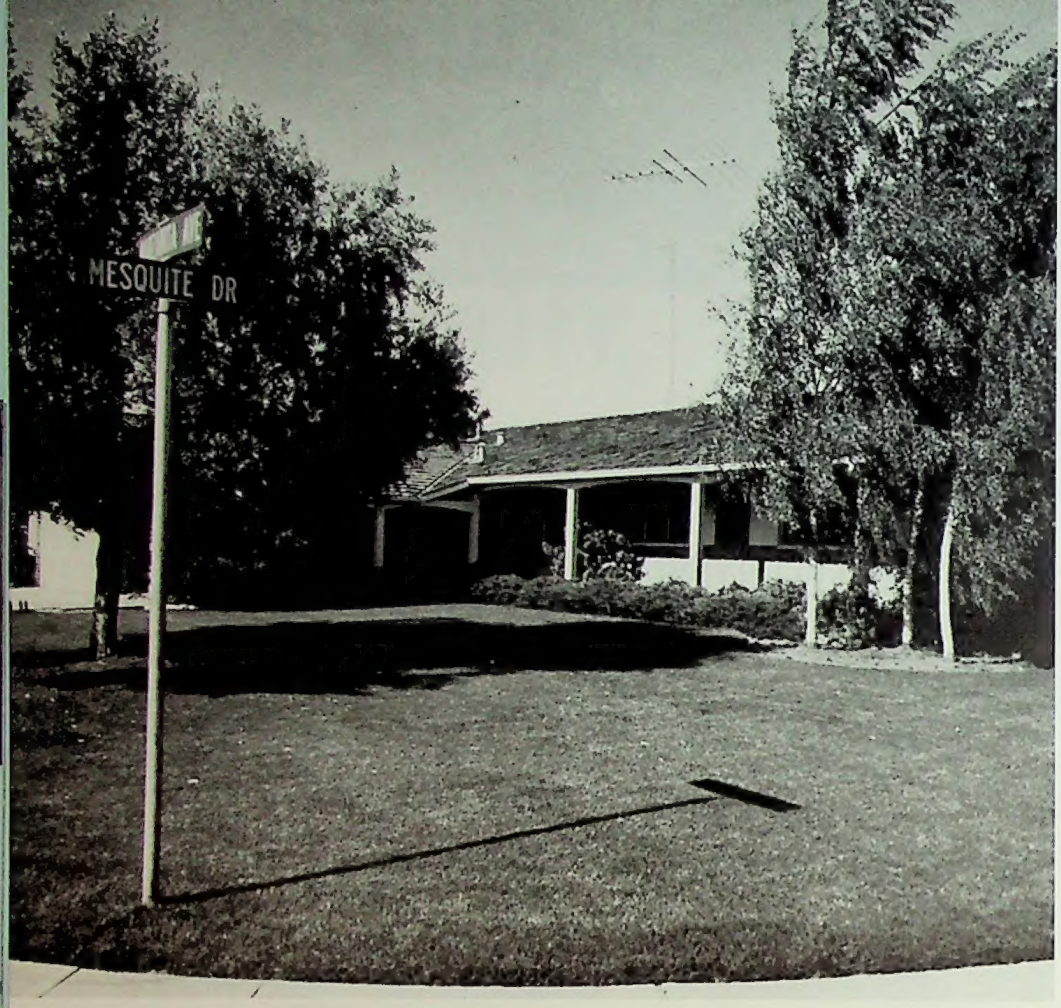
Santa Clarans like it that way. They are a blend, themselves, of the best of the traditional and the most satisfying aspects of progress.

Santa Clara was a quiet, traditional town of 6,500 in 1940—rather bucolic and devoted to prune-raising. Today, it enjoys thriving industry and its population is passing 85,000.

In the early 1950's, when floods of newcomers arrived, swelling the population by thousands every year, the City Fathers, industrial leaders and businessmen, created a Plan for their city. They acquired acreage, zoned land, and agreed upon a General Plan. Certain land was set aside for development as residential areas. Those areas closest to transportation facilities were left for industrial developments. Homes and industry were to be carefully separated, to the benefit of all. Dominant theme in institutional design was to be Mission Spanish.

The Plan included blueprints for a new Civic Center—now a handsome reality. Step-by-step the city has grown and prospered in its General Plan. As housing developments sprang up, so did nearby shopping centers. Schools were built, parks developed. Utilities, fire protection, water supply, and streets increased as planned growth took its course.

Today, Santa Clara can point with pride to its magnificent new million-dollar Central Library, designed by the renowned architect, Edward Durrell Stone. This building, with its vaulted, Spanish Renaissance-influenced ceiling sculpted in smooth, modern lines is, in itself, a beautiful blend of the old and new. A few



blocks away, the entire 8-square blocks of the old downtown section, Mission Center, have been cleared away for a far-ranging urban renewal project. The area thus far developed is known as Franklin Mall, an attractive complex of shopping and service facilities, all of mission design.

Another source of Santa Clara civic pride is the new International Swim Center, reported to be the finest outdoor swimming facility in the world.

The brand-new Triton Art Museum adds a significant chapter to the city's cultural life, an important aspect of this sensitive, aware community.

Much of the charm of Santa Clara lies in the ease and simplicity of living here. Winters are mild, summers are never hot. It almost never rains in summer, yet the Santa Clara Valley is a rich, lush green, fed from an abundant underground water supply. Living costs are moderate. Housing ranges from $17,000 to $33,000 for new homes, which are designed to take advantage of the year-round opportunities for outdoor living.

Santa Clarans are fortunate to have a well-planned city with 20 landscaped parks and recreation areas, its own Philharmonic Orchestra, a beautiful community-conscious University, and many opportunities for entertainment.

In addition, Santa Clarans enjoy the recreational and cultural advantages of living close to San Francisco, Berkeley and Oakland—all less than an hour away —and to nearby Palo Alto's Stanford University. Bustling San Jose is but three miles away. The beaches of Santa Cruz

are a 30-mile drive by freeway. Between 150 and 250 miles east are all types of winter sports and the best skiing anywhere in the United States.

While Santa Clara appears to be a city of homes, it is also in an area where opportunities for employment are unlimited. Some 497 diversified manufacturing plants are located in Santa Clara itself, with hundreds more throughout Santa Clara County and the greater San Francisco Bay region.

As a market, Santa Clara draws on a potential of four and a half million people within a radius of 50 miles. Easy transportation and access to railways, airports, highways and buses provide fast movement of goods and make Santa Clara an ideal location for any type of industrial, home office or distribution business.

Santa Clara wants its residents to enjoy the best of everything, and with the unbeatable combination of its rich natural resources and thriving community spirit, Santa Clarans will do just that.

FLOWERCRAFT PRODUCTS

Santa Clara County's oldest and largest distributor of artificial plants and flowers, Flowercraft Products, has been serving the business, professional, and industrial community for over 10 years. We specialize in permanent plants and floral arrangements suitable for indoor or outdoor use, and in a complete line of floral supplies. We enjoy a reputation for personalized service and custom work, providing new modern ideas and unusual gift and craft items for holidays and other special occasions. Florists, Interior Decorators, Schools, Clubs, Church groups, and others in quest of the unusual are invited to visit our decorator showroom.

477 Mathew Street *Phone 296-8356*

FIRST AMERICAN TITLE COMPANY OF SANTA CLARA COUNTY

As one of California's oldest and most respected title and escrow companies, this reliable firm has the stability and "know-how" of years of experience to better serve the real estate brokers, salesmen, builders, attorneys and lenders in the Santa Clara County.

While engaging in an expansion program paralleling the growth of America's great West, First American Title Company has maintained a sound financial policy which assures the finest protection obtainable [illegible].

A young, efficient staff and up-to-date equipment, coupled with old "tried and true" practices, afford the ideal combination for a superior product.

3119 Dorcich Street, Santa Clara	*246-0400*
675 North First Street, San Jose	*286-6353*
2981 Union Street, San Jose	*377-9112*
459 Hamilton Avenue, Palo Alto	*325-2855*
560 S. Murphy Avenue, Sunnyvale	*245-9661*
188 S. Monterey, Morgan Hill	*779-4181*

MISSION CONVALESCENT HOSPITAL

One of Santa Clara's most modern and well-equipped convalescent hospitals, Mission Convalescent Hospital, is privately owned and operated by an experienced staff of registered nurses and other accredited, licensed personnel. Twenty-four-hour nursing care and extended care facilities are available. This 110-bed, one-story building has private and semi-private rooms.

410 North Winchester Blvd. *Phone 248-3736*

LEONARD F. SMITH & CO.

Individual and personalized service can best be obtained from an independent broker; Leonard F. Smith & Co. can provide this type of service for your greater satisfaction. "Broker for all kinds of insurance and bonds," he will select a company for you which he has found to be best through experience and that can best meet your individual needs. Leonard F. Smith has been serving community and businesses successfully since 1953.

1400 Coleman Avenue *Phone 243-9400*

recreation and sports the year-round in santa clara

Lovers of the outdoor life are truly blessed in Santa Clara—with the sunny, mild climate, a broad Parks and Recreation program, and an active sports calendar.

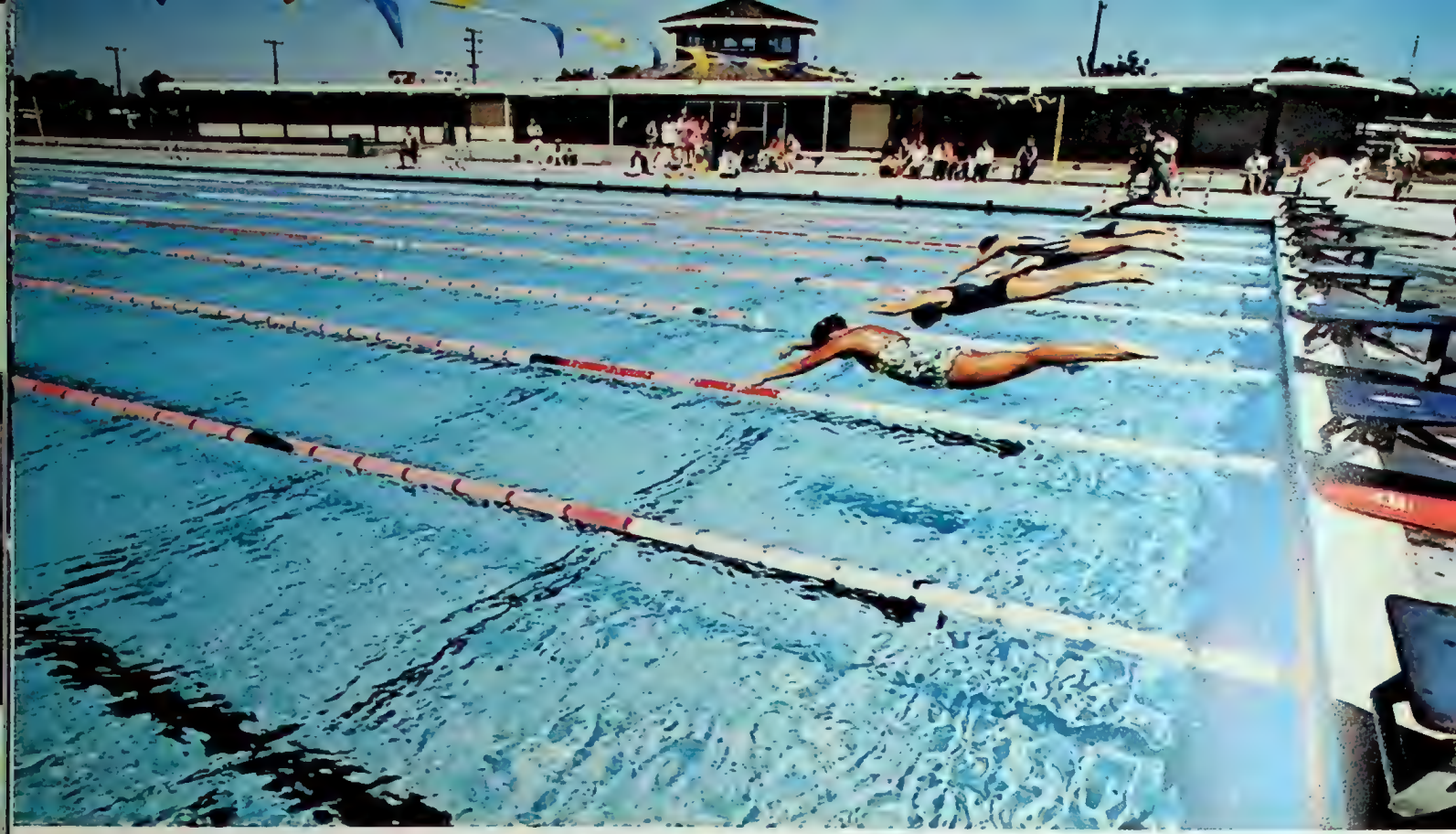
The biggest news, of course, is the opening of the magnificent new International Swim Center in huge Central Park. Recognized as perhaps the finest outdoor swimming facility in the world, the Swim Center was built at a cost well over $1,300,000 (exclusive of land and parking development costs). Facilities include a regulation 50-meter Olympic racing pool for national and international competitions, an instructional and warm-up pool, and a diving pool with diving tower. The diving pool is used for intercollegiate water polo, synchronized swimming and water safety instruction, as well as for national and international diving meets.

The first Santa Clara International Swim Meet, held shortly after the opening of the Swim Center, was crowned with a surprise visit by none other than Bing Crosby. But it is the amazing record achieved by another celebrity of the sports world, George Haines, that is largely responsible for Santa Clara's reputation as a city of champions. Haines has coached swimmers who brought home seven gold medals in the 1960 Olympics, and a total of sixteen medals in the 1964 event. The coach's latest honor was being made head coach of the 1968 U.S. Olympic team.

At the Swim Center, much emphasis, naturally enough, has been placed on competitive and aquatic spectator events, but the local recreational swimming is expected to reach 1,000 per day in the summers to come.

The building of the Swim Center, tremendous project that it was, is only one aspect of the ambitious Parks and Recreation program that benefits children and adults, alike. The Department maintains 20 parks, ranging in size from the 52-acre Central Park, home of the Swim Center, to a one-acre neighborhood park site. These areas are used for well-supervised recreation programs for children and adults, the list of the scheduled activities being, literally, endless. Everything in the way of recreation is offered, from Little League competition for 1,200 boys, to classes including calisthenics, dog-training, folk and social dancing for every age group!

The Parks and Recreation Department also sponsors a synchronized swim team, the Santa Clara Aquamaids, coached by



George Haines, Coach, Santa Clara Swim Team

Kay Vilen. The team has won national recognition for the solo and ensemble performances of its members.

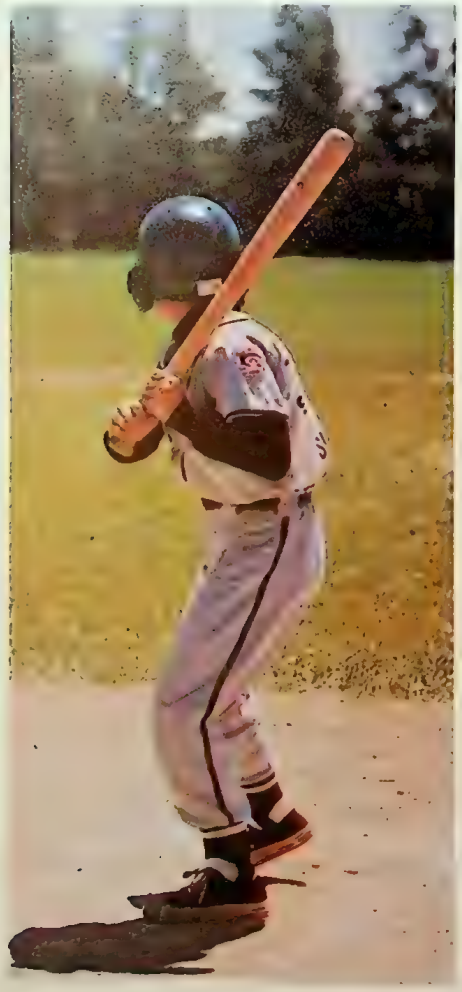
For the actively sportsminded, there is the beautiful new Pruneridge Farms Golf Course and the famed links of the Fairway Glen Course, in addition to 18 other public regulation golf courses in Santa Clara County. Other spectator sports abound here, too, much of the activity centering around Santa Clara University's exciting athletic events. There's a fierce loyalty to the University's baseball team, the "Broncos." More than 40 of its members have become major-league players. An eagerly-anticipated event is the annual game between the Broncos and the San Francisco Giants.

The University's basketball team ranked among the nation's top 20 in 1968, winning the West Coast Athletic Conference crown.

Football coach (and athletic director) Pat Malley recently won his third Coach of the Year award from Northern California sportswriters, as his team ranked twelfth in the entire nation.

Amid the wonderful sunshine and mild temperatures, it is hard to resist being some kind of champion in beautiful Santa Clara, even if it's only at croquet!

Pruneridge Farms Golf Course



BROWN COMPANY

Brown Company, manufacturers of high quality paper products, merchandized under the "papermaid®" label . . . from freezer wrapping paper and baking parchment, to matching paper plates and cups for that patio party. In addition they manufacture shelf paper and dusting paper. A fine line of products designed to make the housewife's life a little easier and more enjoyable.

2435 Lafayette Street *Phone 296-6656*

SANTA CLARA FIBERGLASS PRODUCTS

Santa Clara Fiberglass Products, manufacturers of the Protect-O-Top®, whose new and completely modernized plant has enjoyed a phenomenal rise. Today it is the most widely known producer of pick-up covers and Cab-Hi campers for the popular Chevrolet El Camino and Ford Ranchero trucks. Marketed under the trade name of Protect-O-Top®, these lightweight and attractive covers are designed to give weather and theft protection while retaining the load-carrying ability of the truck.

2122 Ronald Street *Phone 248-0338*

ST. CLAIRE MOTOR LEASING

The easiest way to obtain a new car today and another new car two years from now, is via the "Walk-Away" lease, a specialty of St. Claire Motor Leasing. Pick the model, color, and accessories you want in *any make* car. Once you decide, St. Claire will lease it to you on the "Walk-Away" lease which means that when you return the car in two years, you simply walk-away from it. There's no end of lease adjustment or resale obligation. This professional and very reputable firm handles all makes and models, many on an immediate delivery basis. Come in and see us, and learn about our other leases also available: the open lease and the option lease.

 4343 Stevens Creek Blvd. *Phone 244-1000*

BUS'S MOBILE HOMES

You are always protected when you buy from Bus's. A complete "show" on each lot features the West's leading mobile homes, delivered and set up with all connections to surrounding lot locations. Every service pertaining to mobile homes is offered including bank financing, insurance, notary public, and licensing for interstate moving. Get after-sales care and attention from factory-trained service men, a completely equipped service department, and radio-dispatched service trucks, parts store, and furniture warehouse.

3035 El Camino Real *Phone 243-6501*

a wealth of fun close to santa clara

Opportunities for pleasure in areas close to Santa Clara are limitless. All you need to do is to get in your car and decide what you want to do. A 30-mile drive south to Santa Cruz offers you beaches for swimming, surfing, sunning and picnicking. San Francisco has magnificent museums, music, theatre, zoos, miles of beaches, colorful Chinatown, Fisherman's Wharf and a myriad of fascinating sights —all within an hour's drive.

The winter and summer playgrounds of the Sierras and Lake Tahoe invite outdoor fun, skiing in season, fishing and boating. Vacationing on a houseboat along the Sacramento River is a favorite pastime for many Peninsula families. And hunting, fishing, camping, boating, skiing, skating, and swimming are all within one or two hours' driving time! Santa Clara is truly in the heart of an outdoor paradise.

PRUNERIDGE FARMS GOLF COURSE

GROUP GOLF LESSONS—$10 FOR SIX LESSONS

Surprise Bonus Group Limited to 6 Players

- Finest facilities
- Finest teaching facilities
- Finest instructors
- Greatest values
- 2 story driving range
- Indoor range
- Closed circuit TV

248-4424
400 North Saratoga Ave., Santa Clara
Corner of Pruneridge & Saratoga Avenue

SMYTHE BUICK WELCOMES YOU
TO THE SANTA CLARA VALLEY

Smythe Buick is unique among automobile dealerships. We display one of the west's largest stocks of new Buicks and Opel Kadetts in three showrooms—indoor, outdoor and rooftop. Our service department covers two spacious floors, and the customer lounge is as comfortable as a family room. Furthermore, our entire staff is anxious to please you in every way. We welcome you to the Valley and invite you to come see first-hand why so many of your new neighbors look to us for the best in sales and service care.

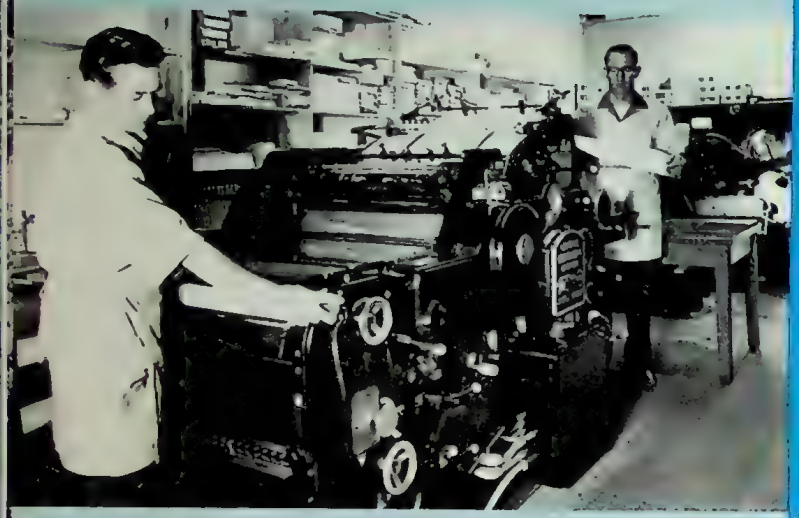
SMYTHE BUICK, INC.
4201 Stevens Creek Blvd. *244-6200*

SMYTHE EUROPEAN Mercedes-Benz Sales & Service
5080 Stevens Creek Blvd. *244-0985*

SANTA CLARA PUBLIC
2635 NORTHSTEAD
SANTA CLARA, CALIF

A bright, young leader of tomorrow
pauses under an age-old tree for a reflective moment

Lush, green Santa Clara Valley . . .
many of the valley's residents are devoted to prune-raising



AAA PRINTERS

Thirty-eight years of printing experience have established a fine reputation for AAA Printers with businesses and private consumers in the area. Formerly known as "Graphic Art Printers," they have changed ownership and name and now have more modern and expanded facilities to better serve you. A New Heidelberg offset press and a two color press are among the recently acquired equipment which now enables them to produce high quality work including four color process jobs. This friendly team of skilled craftsmen is eager to serve you.

3084 El Camino Real *Phone 241-9880*

RADIO STATION K-GNU

For the "now" sound in music, news, and sports tune your radio to 1430 on your dial. K-GNU is the only standard station featuring adult music. Its music policy is contemporary-standard. At 1430 kilocycles and 1000 watts full-time, K-GNU is affiliated with American Entertainment Network.

1241 Franklin Mall *Phone 248-1430*

PITTSBURGH-DES MOINES STEEL COMPANY

Pittsburgh-Des Moines Steel Co. is a large independent organization that can meet the most exacting metals engineering and construction needs of industry.

The company's branch in Santa Clara fabricates structural steel and bridge girders and in addition operates a very complete "Steel Service Center."

Sales engineers are headquartered in Santa Clara capable of analyzing and quoting on API, ASME, AWWA tanks, vessels, bins and plate structures for almost every conceivable purpose.

The company does aerospace work as well as oceanography, and has a highly trained staff providing similators for the aerospace industry. Within these similators are created the actual conditions of outer space so necessary for research and testing programs. *Phone 296-0868*

SHAW INSULATION COMPANY, INC.

For your comfort year-round, "let Shaw insulate." In business, at home, or in industry, Howard Shaw has been serving Santa Clara since 1947 with comfort. Call for service or consultation when the problem is home insulation, sound deadening or acoustical problems. The company is an approved applicator of Fiberglas blowing wool; "Armstrong Ceiling Systems," Penwall Movable Partitions," and he's your approved local "Owens-Corning" contractor.

975 Richard Avenue *Phone 296-2053*

this university town offers excellent education at all levels

Perhaps because it has long been a University town, Santa Clara takes education very seriously and offers its students a rich variety of learning. There are 24 elementary schools, five junior high (or intermediate) schools, four high schools and a special continuation school. Three parochial elementary schools are located here and the new St. Lawrence Catholic Girls High School was completed in 1966.

The average teacher here is only 29 years old, has had five years of college, and 40% of the high school teachers hold the equivalent of a Master's degree.

With a thorough understanding of the children's individual capacities for learning, Santa Clara balances its school programs to offer practical as well as academic instruction. The scope is wide. In high school, a student may enroll in a class in humanities or in a modern math or science seminar. He may study art appreciation as well as the required curriculum. If his interest is in vocational courses, he has the opportunity to learn metal shop, woodworking, drafting, and, of course, office skills.

A strong sports program is a part of the curriculum, and both girls and boys participate enthusiastically in a wide variety of athletics that build strong, well-coordinated bodies and active minds.

The healthy emergence, in California, of the two-year Junior or Community College on a non-tuition basis, is reflected in Santa Clara area facilities. Students now attend West Valley Junior College in its temporary headquarters in Campbell. The first Saratoga campus building is scheduled to be completed in the fall of 1968, and a site for a West Valley campus in Santa Clara itself has been acquired.

SANTA CLARA UNIVERSITY

Santa Clara University, the hub of much of the community's intellectual and cultural activity, was the first institution of higher learning to be founded in California, in 1851. It is a co-educational university of 2,800 undergraduates and more than 2,000 graduate students. The curriculum includes undergraduate and graduate study in the arts, humanities and sciences, and in engineering, business and law. It also has a teacher education division, and special "Early Bird" graduate engineering and late-afternoon and evening Business Administration programs to accommodate those employed full-time. The Law School has an evening division, also.

A unique feature of the curriculum is "The Santa Clara Plan"— which divides the academic year into three eleven-week terms, instead of the former two semesters. The number of courses a student may take, under this system, is limited to three or four. This tri-semester program allows the student to probe more deeply into each subject for fuller comprehension, while graduating in the usual four years.

Just as the beautiful old Mission on the University grounds is a reminder of its historical heritage, so the handsome new buildings on campus indicate its continuing growth. Among these are: Daly Science Center and Swig Men's Residence Hall (1966), the recently renovated Kenna Hall, and the beautiful and functional $1.7 million Orradre Library.

The wider Santa Clara community is continually enriched by the ongoing public events sponsored by the University: art exhibits at the de Saisset Gallery, lectures, concerts and plays. Also, the University's famed athletic program has an enthusiastic following among sports fans.

Santa Clara County is well endowed with universities and colleges. Stanford University, in nearby Palo Alto, offers Schools of Business, Education, Law, Medicine Engineering and Earth Sciences.

Extensive graduate work is carried on in all schools. In San Jose, only three miles away, over 21,000 students attend San Jose State College, a tax-supported institution, which offers a complete, diversified program with an emphasis on teacher education. San Jose City College is a local junior college, as is Foothill Junior College in Los Altos Hills. In 1967, the second campus of Foothill, De Anza College, began accepting students. Across the Santa Cruz Mountains, just 30 miles by freeway, the prestigious University of California opened a new campus in the city of Santa Cruz in the fall of 1965.

ELECTROMEC DESIGN AND DEVELOPMENT COMPANY

Electromec's data processing division has a staff of highly skilled programmers and systems analysts. Electromec can create a single program or a total data processing system for use in your own installation or in Electromec's complete data processing service center. Programming, keypunch, taping, optical scanning and clerical data processing personnel are supplied on a contract basis.

Through strategically located offices, Electromec provides nationwide coverage and immediate response to your needs anywhere in the United States. Electromec's Technical Services Division provides clients with engineering, scientific, design, drafting, and other professional or technical, skilled personnel.

282 Brokaw Road *Phone 244-6460*

B & B FOREIGN CAR CENTER

B & B Foreign Car Center are Franchised Dealers for BMW Sales and Service. A complete display of car models and colors for your inspection and demonstration. Owners Bruno Bartyzel and Dietmar Burkhardt are Geman-trained master mechanics and foreign car specialists; repairing Volvo—Volkswagen—Mercedes—Porsche and all other foreign car makes. Complete parts stock for all makes. Also specialize in Body work for foreign cars. All work is reasonably priced and guaranteed.

2983 El Camino Real *Phone 246-6388*

WILSON'S JEWEL BAKERY

Wilson's Jewel Bakery, established in 1921, is now at home in its new bakery and plant in Santa Clara's "Civic Center." "Fine quality baked goods at reasonable prices" is their aim. They have a complete variety of baked goods including elegantly decorated wedding cakes, birthday cakes, and party cakes for all occasions. In addition there is a small coffee shop on the premises where you can enjoy your favorite pastries just warm from the oven.

909 Monroe Street *Phone 244-1956*

CURTIS LINDSAY, INC.

In November 1967, we opened our newest location at 1200 Coleman Avenue, in the new Airport Industrial Park. We offer easy access, ample parking, large display area of office products and furniture together with complete inventories and people who know HOW and want to help you. It is our sincere desire to offer service—anybody can offer products—we have both—and after 43 years in the area, our second generation crew knows what it's all about. VISIT US SOON for Supplies, Furniture, Drafting Equipment, Paper Shredders, and a warm welcome.

1200 Coleman Ave. *Phone 246-1200*

SANTA CLARA MOTELODGE

For the ultimate in comfort and relaxation, discover the Santa Clara MoteLodge. Located on the scenic El Camino Real, this modern motor inn offers you charm, serenity, and many conveniences. Soundproof units are completely air conditioned . . . there's television, phones, radios, and electric heating in every room. For your added enjoyment the pool is heated. Conference rooms available for the businessman. Fine restaurants close at hand. Children welcome. Major credit cards accepted. So for a comfortable "heap big sleep," put the Santa Clara MoteLodge on your list of stops.

1655 El Camino Real *Phone 244-8313*

SANTA CLARA OFFICE EQUIPMENT

An attractive office is not only a good image builder but is also a more pleasant place in which to work. Santa Clara office Equipment specializes in good-looking, efficient office furnishings and equipment. So, for every office need, see them. They are your local source of furnishings, business machines, typewriters, varied office materials and gifts. Sales, service and fine equipment are available for the business community. When you outfit your next office, why not let Santa Clara Office Equipment serve you too?

2200 Lafayette St. *Phone 248-5851*

MAR-ELD INC.

Specially trained personnel is the key to the success of the "Mar Eld" individually-fitted brassiere. For this reason, the bra, with built-in Banderin for special support, is usually purchased at lingerie parties, beauty and reducing salons, or specialty shops. Mrs. Marguerite Eldh with twenty years of bra experience behind her, runs this growing concern. The firm has outlets in several states and Canada.

315 Brokaw Road *Phone 248-5082*

NETO SAUSAGE CO., INC.

Succulent, tasty sausage products have been manufactured by NETO Sausage Inc. in Santa Clara since 1948. It is made under the most sanitary conditions with only the purest and finest quality ingredients and is U.S. government inspected. NETO makes 9 different kinds of sausage from an age-old Portuguese family recipe. Visit our clean, modern plant daily between 10:00 A.M. and 2:00 P.M.

3499 The Alameda *Phone 296-0818*

DE ANZA AGENCY

Member of Snelling & Snelling Personnel

This world's largest professional employment service has experienced professional employment counselors utilizing modern personnel methods working for you and with you. They have a wide range of positions available with top-rated companies in this area. They provide prompt, efficient service to job seekers and to employers. So, for fast results, call or visit the De Anza Agency, an affiliate of Snelling & Snelling.

3275 Stevens Creek Blvd. *Phone 244-1700*

AUTOMATIC RETAILERS OF AMERICA, INC.

Automatic Retailers of America is a leader in food service management for industry. They specialize in industrial feeding and vending and/or manage and operate large industrial cafeterias. They also have service in vending food machines, as well as facilities to set up food services for schools, colleges, hospitals and other large organizations. ARA's staff uses their skills and knowledge to satisfy each client's needs.

965 Shulman Avenue *Phone 243-3031*

a city of old mission-birth carves a destiny of progress

There were not a hundred "Americanos" in Santa Clara Valley 140 years ago! It is difficult to believe that within this relatively brief time the Missions were then the hub of life, providing spiritual and physical substance to the native Indians. Santa Clara Mission had a population of 2,238 Indians in 1800. Since 1777, the Spanish padres had wrested civilization from the wilderness, building their mission, clearing lands for the growth of crops, fruits and pasturage.

In this historical interval we were left a precious heritage. Still alive are hundreds of poetic names given by the padres, a regional type of architecture still in use, and a way of western life and hospitality that, fortunately, have refused to die.

Everything changed in 1833. Mexico passed a law transferring to the Indians all the landed Mission wealth. Greedy Mexican politicians later transferred these lands by "King's Grant" to their relatives and favorites. Squatters abounded on these "grants," but the living was easy. Herds of cattle increased so fast that an annual slaughter was necessary. Horsemanship was the pride of the gentry, and a league—4,400 acres—was not too great a price to pay for an ornamented saddle.

Hospitality to the stranger was unbounded and a man could travel from one end of California to the other without spending a cent. The landowners, prodigious spenders, soon lost their lands to more practical-minded Yankees and Americanos.

When the cry of gold resounded in 1849, the Santa Clara Valley had a small community. All able-bodied men deserted to join the search for gold. In that same year, a Frenchman, Louis Pellier, arrived, bringing starts of a fruit that was to make the Valley world-famous—the prune. Santa Clara prunes proved to be the valley's gold mine, and even today, it provides one-third of the nation's prunes.

In the century between 1849 and 1949, Santa Clara celebrated the founding of its Santa Clara University (1851), the first institution of higher learning in the State of California. A wood-burning, diamond-stack locomotive pulled into San Jose in 1865 from San Francisco, finally linking the Santa Clara Valley to the nation.

Prune raising was this small, quiet town's lifeblood until 1940. With the start of the war, and the boom years that followed, newcomers by the thousands discovered the charm of the Santa Clara Valley. Industry and business followed, and the once "sleepy" agricultural community was a modern, progressive city.

Even with this continuing progress, Santa Clara has retained its romantic Spanish-Indian-Mission flavor. It has affectionate respect for the past while constantly adding to its present history through tremendous new growth.

The Original Importer, 2600 The Alameda, is "The Fun Place To Shop" in Santa Clara. The Importer has the largest variety of selected imported merchandise in Santa Clara County.

Considered a "regular shopping center" by area residents and a "must stop" for visitors, The Importer can be easily reached from any point in Santa Clara County. We'll be looking forward to meeting you.

2600 The Alameda, Santa Clara, Calif. *Phone 248-5700*

UNITED MOTORS

Eighteen years of expert know-how and community service, stand behind United Motors, one of Santa Clara's most reliable body shops. All makes and models of cars are handled quickly and efficiently in United Motors' fully equipped shop, whose motto is prompt, dependable service. Auto collision repairs and color matching are done to exacting specifications . . . cars look like new. Finishes for interior decorators are also done here. Mr. Douglas MacNally is owner of this thriving business

3340 The Alameda *Phone 244-5200*

gracious living on tree-lined streets

Santa Clara is noted for its beautiful residential areas of medium-size homes all nicely landscaped and well kept. On good-sized lots, the houses are well set back from the lovely tree-lined streets.

The homes are built to take advantage of Santa Clara's greatest natural asset—the mild, sunny climate. Patios, lawns, barbecues encourage much outdoor activity and gardening is a popular pastime. Houses are in a medium price range of from $17,000 to $33,000. The latter will purchase about as beautiful a home as you will find in the city. More luxurious homes and estates are available in developments skirting Santa Clara.

In recent years, Santa Clara has begun building apartment houses. These are mostly four-plexes or duplexes with gardens or pools, designed for outdoor living. Rentals range between $85.00 and $175.00 per month. Rentals for two and three bedroom houses range between $125.00 and $175.00.

Keeping pace with the residential areas have come the shopping centers, schools, churches, senior citizens' centers and parks to serve the residents.

Charming residential areas on tree-shaded avenues

Apartment living is becoming more popular in Santa Clara

santa clara churches enrich the spiritual and social life of the community

Religious and community service go hand-in-hand in Santa Clara

Churches in Santa Clara play a prominent role as the spiritual centers of the city. They house, as well, much varied and interesting social and cultural activity.

Twenty-seven churches grace Santa Clara in various styles of architecture from modern to traditional. Their beauty blends into the luxurious landscape adding charm and peace to the city.

As Santa Clara grows, so does the number of its churches and the size of its congregations. Nearly every denomination is represented in the city; all are available within the county.

Whatever the denomination, all Santa Clara churches extend a warm welcome to the newcomer. He or she is cordially invited to participate in their spiritual and social activities.

Santa Clarans have a religious heritage rich in tradition and history

triton museum –newest addition to santa clara's cultural life

IBenjamin Bufano's statue "Universal Child" in Civic Center

The year 1968 marks an important milestone in the cultural life of culture-conscious Santa Clara, for it witnesses the opening of the new city-owned Triton Museum of Art. Conveniently located on Warburton Avenue across from City Hall, the Museum's seven acres of land house three initial structures—octagonal buildings joined by covered walkways. The graceful architecture carries out the California mission theme, so characteristic of Santa Clara, with its plaster walls, heavy beams and tiled roofs.

Museum officials envision future expansion which will include additional buildings for exhibition space and other cultural events. Admittance to the Museum's art and sculpture exhibits is free, except for certain special occasions. In addition to the permanent collection, a diversified program of traveling art shows will be featured at the Triton Museum.

Music plays an important role in Santa Clara's culture, in the form of its own Philharmonic Orchestra which performs six concerts during the season. Another recent development has been the formation of the 30-member Amici della Musica Orchestra, sponsored by the University of Santa Clara. For the first time in its two and one-half year career, the orchestra will embark on a full-time professional basis during the 1968-69 academic year, adding concerts throughout Santa Clara County, in addition to its series on the University campus. Significantly, the Amici della Musica is only the third full-time professional orchestra to be established in California, after San Francisco and Los Angeles.

Santa Clara University is the scene of exciting other cultural activity, also: lectures and continuous public art shows at the de Saisset Museum on campus, and drama presented by the University's Clay Greene Players.

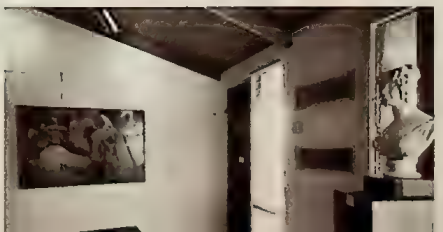
Rounding out the community's musical life is the recent formation of the new Santa Clara Chorale, a group of approximately fifty mixed voices.

A major, exciting highlight of Santa Clara's community life is the annual Parade of Champions attended by some 40,000 people which climaxes the Drum and Bugle Corps Championships. Each year, in the fall, participants from all over the State of California feature every type of entry in competition for the trophies.

In neighboring San Jose, seasonal concerts, opera and drama are scheduled, as well as worthwhile offerings from San Jose State College in drama, music, and art. Stanford University in Palo Alto also offers diversified cultural events, and in less than an hour's drive the fantastic cultural wealth of San Francisco is available.

Santa Clara Symphony Orchestra

New city owned Triton Museum of Art houses many excellent collections



the central library –santa clara's striking new landmark

Santa Clara's new million dollar Central Library has the first fully computerized charging system used in the United States

It is doubtful whether a reader has ever pursued his pleasure in more beautiful surroundings than in the new million-dollar Central Library designed by the internationally-renowned architect Edward Durrell Stone. Its outstanding architectural feature is the concrete barreled ceiling patterned after the vaulted roof of Santa Clara's magnificent Carmelite Chapel—generally considered to be the most perfect example of Spanish Renaissance architecture in America.

But architectural beauty is not the only significant aspect of this handsome new structure. The 53,000 card holders will have access to the library's 135,000 volumes via the first fully computerized charging system in use anywhere in the United States. Not that anyone will be in a hurry to leave this building!

Other special features include a well-stocked Children's Library with a separate entrance—and a very special attraction in the form of Redrac the Robot, whose battery-charged, blinking eyes look kindly down at his young admirers.

Cardholders will also have the benefit of a well-stocked phonograph record library which will eventually comprise 6,000 albums.

In planning its new site, the Santa Clara Public Library requested "a building of quiet dignity, possessing architectural quality, warmth and friendliness." It is all of these things and more.

J. B. TROPHIES

See J. B. Trophies for the widest selection of medals, trophies, name plates, ribbons and club pins in the Santa Clara Valley. All engraving work is done on the premises and you are assured of the finest quality workmanship. Many of the trophies that can be purchased are designed and made by J. B. Trophies' skilled craftsmen. Clubs, service groups, and all other organizations are welcome.

1348 Coleman Avenue *Phone 241-9500*

ATLAS RUG AND UPHOLSTERY CLEANERS & DYERS

Wall-to-wall specialists, Atlas offers you the best in quality, workmanship and reasonable prices whether you choose our plant or "on location" services. We clean upholstered furniture. We also do rug laying, cutting, binding, repairing and moth-proof rugs and furniture. Free estimates. Arthur Tanabe, owner.

3031 El Camino Real *Phone 243-9951*

modern shopping centers offer convenience and variety

Modern new shopping centers have ample parking facilities for your convenience

More than thirteen modern shopping centers offer the consumer a rich variety of stores and services to choose from. Conveniently located near key residential areas of the city, these centers feature many large, well-known department stores, including The Emporium and I. Magnin's, to name but a few.

An 8-square block area of the old downtown section, Mission Center, has been cleared for an urban renewal project. The area thus far developed is known as Franklin Mall, an attractive complex of stores, office buildings and banks—all of mission design with heavy tile roofs, massive beams, and earth brick exteriors. Eventually, this emerging downtown area will offer a complete range of shopping and service facilities, becoming one of Santa Clara's most vital and productive landmarks.

Other well-known centers are the Lawrence Square Shopping Center, the Village Green Center, the Emporium Stevens Creek Plaza, Civic Plaza, the Villa, Cedar Tree Plaza, Grandview, Homestead, Mariposa Gardens, Oriental Gardens Shopping Centers, and the Moonlite Shopping Center with its strikingly modern theater, Cinema 150.

The average income per household in Santa Clara, according to Sales Management, 1966, is $10,856, and income per capita, $2,831. Shopping is geared to income and a wide choice of merchandise is available to suit every possible household and business need.

the finest medical facilities serve santa clara

Santa Clarans have every right to feel secure in the excellent, modern medical facilities available in their community. The Kaiser Foundation Medical Center opened its doors in 1964 with a capacity of 156 beds and 72 doctors' offices. To keep pace with the continuing growth of the city, the hospital is undergoing a large expansion program with the addition of the East and West wings. By the end of 1969, the Kaiser facility will have 318 beds and 196 doctors' offices.

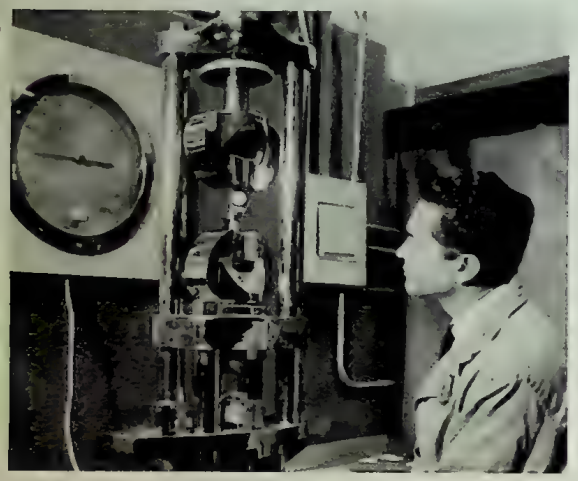
In neighboring San Jose, seven medical hospitals have 1,832 beds. In the county, modern hospitals, including Stanford Medical Center and El Camino Hospitals, offer a total of 5,015 beds.

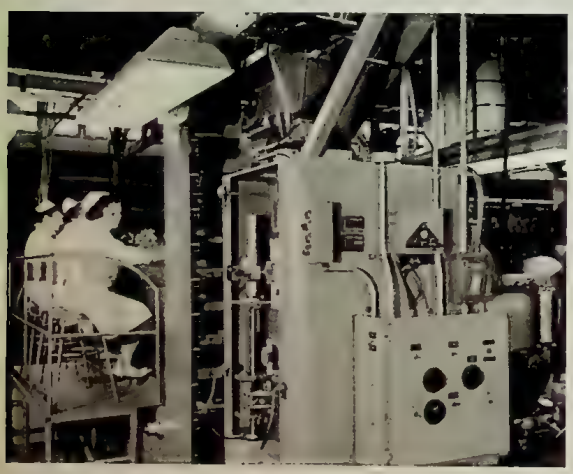
These facilities, plus seventy active physicians in Santa Clara, doctors at Kaiser Medical Center, and about 1,400 in the county's local medical society, assure the finest care for residents at all times. More than 480 dentists serve the area, which also includes three convalescent hospitals and a modern, non-profit retirement center, Valley Village.

Santa Clarans are proud of the modern and fully equipped medical facilities that serve the community

santa clara attracts diversified industry

Fine natural resources, excellent transportation system and beautiful residential areas have attracted many new businesses and industries to Santa Clara





A leading Santa Clara industrialist has singled out three reasons for the City's continuing industrial growth: (1) an improved industrial climate resulting from such factors as better drainage and lighting (2) the well-planned separation of industrial and residential areas and (3) excellent access to freeways—better than in any other peninsula city.

Add to the above such advantages as Santa Clara's good location to markets, diversified transportation facilities, mild, sunny climate, low utility rates and large labor pool and you have a prognosis of healthy industrial expansion for years to come. All reasons why such large employers as Duffy-Mott, Pratt Low Division (with personnel of 1,500), Memorex Corporation, Philco-Ford, Owens-Corning Fiberglas, Container Corporation of America, and Electromec Design and Development have located here.

There are some 497 manufacturing plants situated in Santa Clara which employs approximately 16,000 people. With perhaps wider diversification than in any other Peninsula city, they produce fiberglass, electronic equipment, paper products, abrasives, plywood, fabricated metals, and chemicals among other products. A large number of plants are devoted to food processing.

Typical of the well-planned separation of industrial and residential areas are the city's ten Industrial Parks lying on the outskirts of Santa Clara. And yet, as with the largest development, Airport Industrial Park, it is but a mile from centrally located Civic Center. This Park, on a 96-acre site, is expanding so rapidly that the figures of 195 firms and 65 buildings may be considerably surpassed by the time of publication. Among the leading firms represented within Airport Industrial Park are: U.S. Plywood, Joseph George Distributors, FMC Corporation, IBM, Lockheed, 3-M, General Electric, Breuer Manufacturing, Philco-Ford, and Friden, Inc., with many more expected.

The labor market drawn from Santa Clara County with an estimated population of 970,000 shows 381,100 employees.

There are some 1,840 acres in the city zoned for light and heavy industry; about 55% vacant and available in parcels from .13 to 80 acres. Industrial land sells from $17,000 to $25,000 an acre. This is flat terrain sloping to the north, with excellent drainage and clay subsoil. Another 1,300 acres outside the city limits are being held for industrial development at slightly lower prices.

Architectural controls, and in some instances, landscaping requirements, have been effected by the city to assure that Santa Clara will always remain an attractive location for industry.

An Industrial Citizens' Board works closely with the city government to cooperate in the growing needs of Santa Clara. It has been very effective in developing and carrying out plans for the good of the community.

It is the pleasure of Santa Clara to welcome newcomers to industry, and to make available its outstanding facilities to all types of light and heavy industry, home office, distribution and warehouse businesses.

The labor market drawn from Santa Clara County shows over 1/3 of the population employed . . . a total of 3,381,100 people

abundant utilities cost less in santa clara

Residents of Santa Clara County reap the benefits of an efficient utility system

Utility costs are lower in Santa Clara than in neighboring communities. The City owns its own electric distribution system and buys federal power. The saving in rates for a user of two million KWH per month amounts to over $29,-000 per year in Santa Clara, as compared to rates in San Jose or Sunnyvale.

Santa Clara also owns its own water system and charges industrial users over 25% less than they would pay in these neighboring cities. The city also allows industry to sink its own wells subject to approval of use permits.

Pacific Gas and Electric Company, privately owned, will quote rates according to individual requirements, and the telephone service is supplied by the Pacific Telephone Company.

convenient santa clara– easy transportation

One of the primary reasons why new residents and industry are locating in Santa Clara is its convenient location at the southernmost tip of San Francisco Bay at the apex of a triangle joining the three largest cities in Northern California. It is three miles west of San Jose, 46 miles south of San Francisco, 44 miles south of Oakland—and 371 miles north of Los Angeles.

Freeways move in all directions from Santa Clara—north, south, east and west.

Rail service is provided to all parts of the country by two major rail lines—Southern Pacific and Western Pacific.

At the eastern edge of the city, less than five minutes from City Hall, is the recently modernized San Jose Airport with its beautiful new terminal and convenient parking. The landing systems can handle the largest jet airliners.

Pacific Air Lines connects in all directions. SFO Helicopter Service provides 15-minute service to the San Francisco and Oakland Airports. PSA flies non-stop jets daily to Los Angeles, from San Jose and air freight service is available for the heaviest user.

PSA and United Airlines serve residents of Santa Clara

valley youth village– a hub of activity

Youth Village is the hub of week-end activity for youngsters and teen-agers

In 1944, the Reverend Walter E. Schmidt, S.J., vice-president and assistant to the president at Santa Clara University, formed a club for about twenty over-energetic Santa Clara teenagers. Within two years delinquency dropped 82%!

Today, in a 14,000 square-foot building on a six-acre site, the Youth Village is a hub of weekend activity for teenagers —with a dramatic program established for 8- to 10-year olds.

The Youth Village formed a track and field team, and true to Santa Clara's stellar athletic tradition, produced nine Olympic Games entrants in the first 12 years! The Youth Village is supported by the Santa Clara County United Fund.

vigilant fire department keeps fire losses at a minimum

Fire Department has new modern equipment to fight fires more effectively

The recently-built Central Fire Station at 777 Benton Street is headquarters for the 6-station Santa Clara Fire Department. The 95-man regular personnel is augmented by a 75-man volunteer group whose diligent efforts at fire prevention have kept losses to a minimum.

A high safety factor is provided by the every-four-months inspection of commercial and industrial establishments, resulting in savings of untold thousands of dollars for these firms.

The Fire Department is justifiably proud of its new 90-foot high aerial platform ladder truck (snorkel). Its double purpose is (1) rescue from tall buildings and (2) its capacity to generate 1,000 gallons of water per minute where needed. In addition to this $65,000 marvel, the department operates 11 first-line trucks and training grounds complete with a tower for the simulation of "practice" fires. All firemen train every day for two hours, thus assuring Santa Clara the utmost vigilance in fire protection.

santa clara's outstanding police department

Just as the $500,000 Police Administration Building was the first structure to be completed in the beautiful new Civic Center complex, so is Santa Clara's Police Department rated Number One among the law enforcement agencies of the Peninsula south of San Francisco.

The 15-square mile city is protected by a force of 99 employees, including an elected chief. Fifty-three motor vehicles patrol the city in a never-ceasing effort to keep its streets safe and quiet.

The department has one of the finest in-service training procedures for its size in the entire country. Outstanding also is the new Juvenile Behavior Unit which works with parents to prevent juvenile delinquency. The 15-year old Juvenile Advisory Council is a model for other cities in its effective work with youngsters and their parents. The Council is comprised of leading churchmen, a retired schoolteacher, an attorney and a juvenile officer whose collective work is noted for keeping juvenile offenses at a minimum.

Frank Sapena, Chief of Police

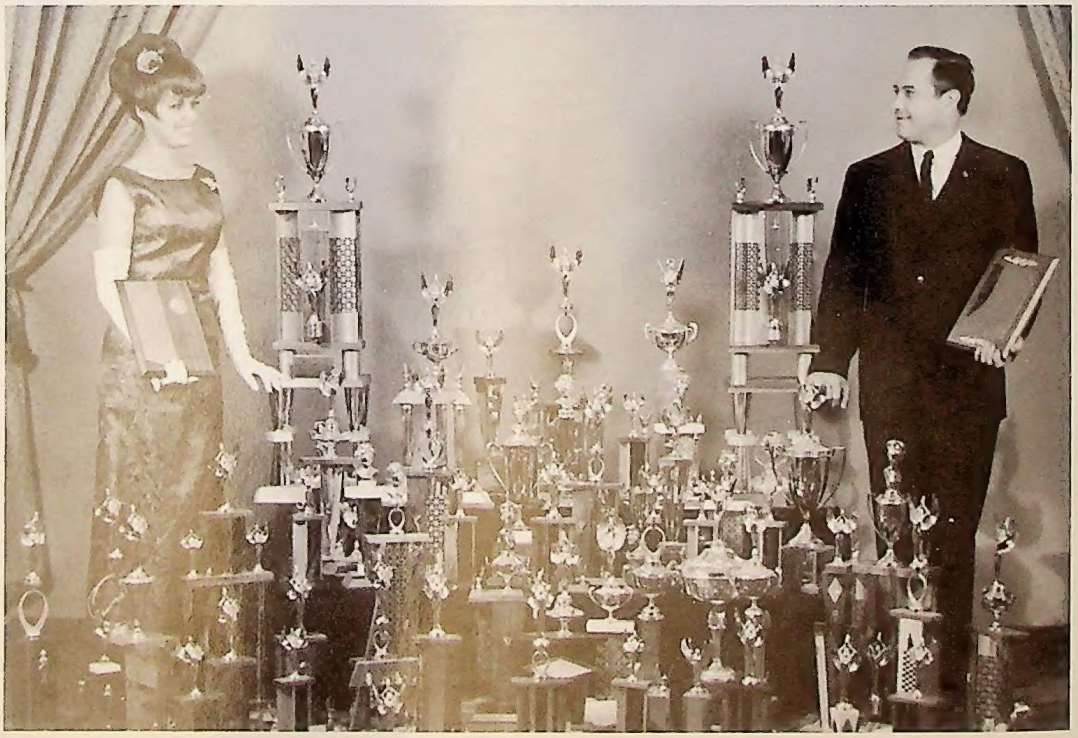
beautiful new civic center houses progressive city government

The beautiful new Civic Center Plaza is, appropriately enough, in the very center of Santa Clara on El Camino Real. Most of the City's 587 employees work out of the Plaza which houses the City Hall, Municipal Court, Police Department, Civic Center Park—and the Chamber of Commerce.

Santa Clara has a council-manager type of government with the Mayor selected from the seven members of the council. The city is guided full time by a professional staff including a city planner, a city engineer, public works director, parks and recreation superintendent, finance officer and city attorney, in addition to the city manager and his assistant.

The city maintains a policy of financing capital improvements either with current income, or through general obligation, and/or revenue bonds that are retired with city revenues rather than special levies on property taxes. Where assessment district financing is required or requested, the city follows an established formula, applied uniformly, whereby the property owners pay a certain percentage of the total frontage foot improvement cost, and the city pays the balance.

Santa Clara Beauty College

Learn hair styling from master stylists at Santa Clara Beauty College . . . Merv and Charlene Ferreira are co-directors of this accredited beauty school. You will study in spacious, professional surroundings and air-conditioned classrooms under the guidance of dedicated instructors. Training begins with the familiarization of equipment and instruments, practicing on life-size mannequins with real hair, and progressing to working on the patrons of the school. All the latest visual aids are employed. This is one of the few schools in California that features a complete wig salon within the school. Here you can get a "jump" on wig experience, styling, maintenance, selling and training. Also featured are teacher training and placement programs, and brush-up courses. A specialty of the college is the model charm course that includes fashion, posture, behavior, personality and other self-improvement courses. So if you enjoy working with hair, being with people, working with your hands, and want to do something different every day and be financially independent, you can enter training at our school with confidence in your ability to succeed.

2630 El Camino Real *Phone 296-8634*